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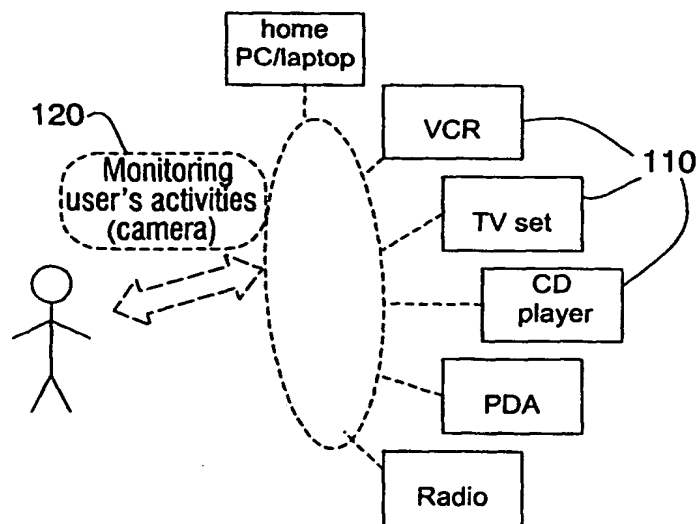
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(54) Title: SYSTEM AND METHOD FOR ASSOCIATING DIFFERENT TYPES OF MEDIA CONTENT



(57) Abstract: The invention relates to a system for operating with different types of media content, the system being arranged to enable a user to use a first content of a first type. The system comprises identifying means (120) for identifying that the user concurrently uses a second content of a second type, said second content being unrelated with the first content, and associating means (210) for associating said second content with the first content. The invention also relates to the method of operating with the different types of media content.